IDEATION PHASE

EMPATHIZE AND DISCOVER

DATE	7 SEPT 2022
TEAM ID	PNT2022TMID53713
PROJECT NAME	GAS LEAKAGE MONITORING & ALERTING SYSTEMFOR INDUSTRIES
MAXIMUM MARK	4 MARK

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Build empathy and keep your focus on the user by putting yourself in their shoes. What do they THINK AND FEEL? what really counts major preoccupations worries 8 aspirations What do they What do they Share your feedback HEAR? SEE? what boss say what influencers say What do they SAY AND DO? attitude in public appearance **PAIN** fears frustrations "wants" / needs neasures of success obstacles